

# Annual AdFocus Awards close for entries at month end

The closing date for this year's annual AdFocus Awards is noon on 31 August 2015. This is the second year of the Awards, since the merger between the Financial Mail's AdFocus Awards and Jeremy Maggs' The Annual. The Awards ceremony will be held on 25 November 2015...



This year also sees a number of changes with the former Advertising Agency Award being expanded into three categories: small, medium and large. Also incorporated into a new Award is the former Agencies' Agency of the Year, which is now Overall Agency of the Year.

The Annual AdFocus jury chairman, Festus Masekwameng, managing partner of MKT Media and former chairman of the Loerie Awards, is optimistic about this year's entries, despite his feeling that the industry is under pressure. "The influence of slowed economic activity and transformation has been evident in the work showcased at the creative awards so far. However, there are companies that still manage to accomplish some amazing feats.

"Awards give us an opportunity to reflect on the state of the industry so far, assess what needs to be done and recognise the achievements of those who are not perturbed by the odds and challenges. They also provide invaluable currency for the winning agencies.

"This year, we can look forward to more underdogs coming through and holding their own against the Goliaths. I believe that these are the only awards where the underdog can easily become top dogs. The awards acknowledge the core ingredients of a successful media company in South Africa - business growth, creative accolades, chemistry and longevity with clients and most importantly transformation."

This year the Student of Year Award will once again be awarded thanks to the continued sponsorship Nedbank. A prize of R35,000 will be awarded to the top student.

## 2015 Awards categories

## Agency Awards

- Overall Agency of the Year (from any agency category)
- Small Advertising Agency of the Year
- Medium Advertising Agency of the Year
- Large Advertising Agency of the Year
- Media Agency of the Year
- Branding and Design Agency of the Year
- Digital Agency of the Year
- Specialist Agency of the Year
- African Agency Network of the Year

## Individual Awards

- Partnership of the Year
- Lifetime Achievement Award
- Industry Leader of the Year
- New Broom Award
- Student of the Year

Co-editors of The Annual AdFocus and co-hosts of the Annual AdFocus Awards Jeremy Maggs and David Furlonger are greatly encouraged by the interest of the industry so far. "With the deadline looming, we do encourage agencies to enter sooner rather than later. We are looking forward to hosting the industry later this year."

For more information, go to [www.adfocus.co.za](http://www.adfocus.co.za).

For more, visit: <https://www.bizcommunity.com>